LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 2377-D3 - (SMOKE MERIT...SMOKE RIBS) - Reg. No. M14720 - Page, 4/C - (7 x 10 inches)
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KANSAS CITY ONLY

Smoke Merit for the same reason you smoke ribs.

Flavor. Whether it's a cigarette or a slab of ribs, flavor is what it's all about. And Merit's Enriched Flavor™ gives you satisfying tobacco taste you'd never expect in a low tar cigarette. So fire up some flavor. Fire up a Merit.

Enriched Flavor,™ low tar. A solution with Merit.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

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Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

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